

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A content distribution device for distributing a content across a network, wherein the content comprises a content portion and an advertisement portion; the content distribution device comprises:

means for storing the content, wherein the content is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion; and

means for distributing the content;

means for recording a distribution log at the time of execution of the distributing means, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator; and

means for outputting information showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and the advertisement portion.

2. (Currently Amended) A computer executable program tangibly embodied on a computer readable medium for a content distribution device that distributes a content across a network, wherein the content comprises a content portion and an advertisement portion;

the program is implemented in a computer and capable of causing the computer to perform:

~~means for storing~~store the content, wherein the content is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion; and

~~means for distributing~~distribute the content;

record a distribution log at the time of execution of the distributing means, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator; and

output information showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and the advertisement portion.

3. (Previously Presented) The device according to claim 1, further comprising:
means for recording a distribution log at the time of execution of the distributing means, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator.

4. (Currently Amended) A content distribution device for distributing a content across a network, wherein the content comprises a content portion and an advertisement portion; a central processing unit (CPU) of the content distribution device is to execute the procedures of:
storing the content, wherein the content is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion;

distributing the content; and

recording a distribution log at the time of execution of distributing the content, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator; and

outputting information showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and the advertisement portion.

5. (Currently Amended) A content distribution log recording device for recording a distribution log of a content distributed across a network, wherein the content comprises a content portion and an advertisement portion and is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion;

the content distribution log recording device comprises:

means for recording a distribution log at the time of execution of distributing the content, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator; and

means for outputting information showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by

comparing number of distribution for combinations of the content portions and the advertisement portion.

6. (Currently Amended) A computer executable program tangibly embodied on a computer readable medium for a content distribution log recording device that records a distribution log of a content distributed across a network, wherein the content comprises a content portion and an advertisement portion and is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion;

the program is implemented in a computer and capable of causing the computer perform:

~~means for recording~~record a distribution log at the time of execution of distributing the content, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator;

output information showing which content portion of the content portions which are combined with the advertisement portion is effective for the advertisement by comparing number of distribution for combinations of the content portions and the advertisement portion.

7. (Previously Presented) The device according to claim 4, further comprising:
means for outputting a content portion distribution log to a content provider which provides the content portion upon receiving a request for distribution log data from the content provider, wherein the content portion distribution log is retrieved from the log recording means based on the content portion indicator; and

means for outputting an advertisement portion distribution log to an advertisement provider which provides the advertisement portion upon receiving a request for distribution log data from the advertisement provider, wherein the advertisement portion distribution log is retrieved from the log recording means based on the advertisement portion indicator.

8. (Original) A content distribution log recording device for recording a distribution log of a content distributed across a network, wherein the content comprises a content portion and an advertisement portion and is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion;

a central processing unit (CPU) of the content distribution log recording device is to execute the procedures of:

records a distribution log at the time of execution of distributing a content, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator;

outputs a content portion distribution log to a content provider which provides the content portion upon receiving a request for distribution log data from the content provider, wherein the content portion distribution log is retrieved from the recorded distribution log based on the content portion indicator; and

outputs advertisement portion distribution log to an advertisement provider which provides the advertisement portion upon receiving a request for distribution log data from the advertisement provider, wherein the advertisement portion distribution log is retrieved from the recorded distribution log based on the advertisement portion indicator.

9. (Currently Amended) A ~~An~~ end device for receiving the content distributed by the device according to claim 1.

10. (Currently Amended) A data structure tangibly embodied on a computer readable medium for indicating a content comprising a content portion and an advertisement portion;

the data comprises:

a unit for recording a content portion indicator that indicates the content portion;

a unit for recording an advertisement portion indicator that indicates the advertisement portion; and

a unit for recording a content indicator, wherein the content indicator is correlated with the content portion indicator and the advertisement portion indicator.

11. (Original) A method for distributing a content by using a computer, wherein the content comprises a content portion and an advertisement portion;

the method comprising the steps of:

storing a content, wherein the content is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion; and

recording a distribution log at the time of execution of distributing the content, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator.

12. (Original) A method for outputting a distribution log for a content by using a computer, wherein the content comprises a content portion and an advertisement portion;

the method comprising the steps of:

recording a distribution log at the time of execution of distributing the content, wherein the distribution log is correlated with a content portion indicator that indicates the content portion and an advertisement portion indicator that indicates the advertisement portion;

outputting a content portion distribution log to a content provider which provides the content portion upon receiving a request for distribution log data from the content provider, wherein the content portion distribution log is retrieved from the recorded distribution log based on the content portion indicator; and

outputting an advertisement portion distribution log to an advertisement provider which provides the advertisement portion upon receiving a request for distribution log data from the advertisement provider, wherein the advertisement portion distribution log is retrieved from the recorded distribution log based on the advertisement portion indicator.

13. (Original) A method for developing a content together with advertisement function, wherein the content comprises a promotional image for an artist; the method comprising the steps of:

developing the content by incorporating an advertisement image for a product or a service into the promotional image.

14. (Original) A method for compensation allocation for a product placement content, wherein the content comprises a promotional image for an artist and an advertisement image for a product or a service incorporated into the promotional image;

the method comprising the steps of:

obtaining viewing logs; and

paying the compensation from an advertisement provider to a content provider on the basis of the viewing logs.

15. (Previously Presented) The device according to claim 2, further comprising: means for recording a distribution log at the time of execution of the distributing means, wherein the distribution log is correlated with the content portion indicator and the advertisement portion indicator.

16. (Previously Presented) The device according to claim 5, further comprising:

means for outputting a content portion distribution log to a content provider which provides the content portion upon receiving a request for distribution log data from the content provider, wherein the content portion distribution log is retrieved from the log recording means based on the content portion indicator; and

means for outputting an advertisement portion distribution log to an advertisement provider which provides the advertisement portion upon receiving a request for distribution log data from the advertisement provider, wherein the advertisement portion distribution log is retrieved from the log recording means based on the advertisement portion indicator.

17. (Previously Presented) The device according to claim 6, further comprising:
means for outputting a content portion distribution log to a content provider which provides the content portion upon receiving a request for distribution log data from the content provider, wherein the content portion distribution log is retrieved from the log recording means based on the content portion indicator; and

means for outputting an advertisement portion distribution log to an advertisement provider which provides the advertisement portion upon receiving a request for distribution log data from the advertisement provider, wherein the advertisement portion distribution log is retrieved from the log recording means based on the advertisement portion indicator.

18. (Currently Amended) A An end device for receiving the content distributed by the device according to claim 3.

19. (Currently Amended) A An end device for receiving the content distributed by the device according to claim 4.

20. (Currently Amended) A An end device for receiving the content distributed by the device according to claim 15.